

# Business and Organization Support in Preventing Public Confusion with the 2020 Census

The U.S. Census Bureau is conducting the constitutionally-mandated decennial count of our nation's population. The job is to count every person in the United States once, only once, and in the right place. In performing this civic responsibility, the 2020 Census needs to foster public trust and maximize public engagement.

Accordingly, we urge businesses and organizations that conduct mass mailings or commercial solicitations to avoid using likenesses of the U.S. Census Bureau and 2020 Census materials that may confuse recipients and the public as to their origin or purpose.

Beginning in March 2020, the Census Bureau will be sending mailings to households across the Nation requesting their participation in the decennial census. Households are able to respond to the 2020 Census beginning in March and through July 2020. Exercising special care and prudence in commercial advertising and mail solicitations during this time period will be very helpful to the 2020 Census and much appreciated.

For more detailed information on the 2020 Census please visit our website at [2020census.gov](https://2020census.gov). For those interested in rewarding part-time work with the 2020 Census, and being a part of history, please visit [2020census.gov/jobs](https://2020census.gov/jobs).

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